



AI IN DATING & RELATIONSHIPS

How Artificial Intelligence is Transforming Love, Connection,
and the Future of Human Intimacy

JJ Shay | AI Strategy & Innovation
bit.ly/jjshay



THE BIG PICTURE

333%

Increase in AI usage for dating in just
one year



Source: Match.com & Kinsey Institute Singles in America Study, 2025

MARKET OVERVIEW

The AI Dating Revolution by Numbers



\$9.2B

Global dating app market value in 2025, driven by AI-powered features and personalization



500M+



85%

Global dating app users expected by
2025

Of dating market projected to be AI-
driven by 2030

USER ADOPTION

Who's Using AI for Love?



~50%

Gen Z singles have used AI in their
dating lives



47%

Would use AI-powered apps for long-
term partners



41%



26%

Say AI is making online dating easier

Gen Z adults have used AI to navigate
love lives

Key Insight: Younger generations are embracing AI not as a replacement for human connection, but as a tool to enhance their dating experience

AI APPLICATIONS

How Singles Are Using AI



Better Matching

44% want AI filtering



Conversation Starters

41% would use AI help



Profile Creation

40% want AI assistance



Dating Advice

Growing trend in 2025

22%

Report more matches with AI

24%

Report better matches

21%

Appreciate time efficiency



Women are turning to AI not because they believe it's human, but because it offers something many humans aren't giving them: attention and empathy.

— **Marisa Cohen**

Relationship Scientist & Family/Marriage Therapist

The Insight: AI chatbots like ChatGPT are becoming emotional confidants—available 24/7, patient, and reflective. Users narrate, vent, unpack, and even argue with these bots, often listening to them more than friends or therapists.

KEY TAKEAWAY

AI Dating Success Rates

72%

Hinge's First-to-Second Date Rate

The highest second-date success rate in the industry, driven by AI-powered deep-profile compatibility matching rather than superficial photo-based swipes.

17%

Matches Becoming Serious Relationships

Across all apps, about 17% of online matches turn into long-term relationships. AI-first apps like Hinge and AIMM show significantly higher rates.

34%

Better Compatibility Accuracy

AI identifies shared values and communication styles with 34% more accuracy than random matching, though emotional chemistry still requires human judgment.



Can you fall in love with an algorithm?

61% of people believe it's possible to fall for an AI chatbot

AI COMPANIONS

The Rise of Virtual Partners



\$2.8B → \$9.5B

AI girlfriend market growth 2024-2028

2,400%

"AI Girlfriend" search growth 2022-2024

Platform Stats:

- **Replika:** 30 million users since launch
- **Character.AI:** 20 million monthly active users
- **Xiaoice (China):** 660+ million users since 2014
- **55%** of users interact with AI companions daily

DEMOGRAPHICS

Who Uses AI Companions?

1 in 5

Men on dating apps have tried AI girlfriends

4X

More searches for AI girlfriends vs boyfriends

90%

Of Replika users cite loneliness as reason

✨ Benefits Reported

- ✓ 45% feel more understood by AI
- ✓ 44% report stronger emotional support
- ✓ 63% reduced loneliness/anxiety

⚠ Risks Identified

- ⚠ Emotional dependency development
- ⚠ Social withdrawal patterns
- ⚠ Unrealistic relationship expectations
- ⚠ Reduced human connection investment

- ✓ 38% improved real-world interactions

CRITICAL INSIGHT

The Loneliness Paradox

Harvard Business School research shows AI companions can temporarily reduce loneliness—but long-term effects remain untested and potentially harmful.



Short-Term Relief

Users feel heard, validated, and emotionally supported. AI companions are always available, patient, and non-judgmental.



Long-Term Risk

The more users rely on AI for emotional support, the less they feel supported by real loved ones. Prolonged use may deepen isolation.



Expert Recommendation

"AI should be complementary, not supplementary"—use as a stepping stone to human connection, not a replacement.



Is your online match real or AI-generated?

\$600M+ lost to romance scams in 2024 — and deepfakes are making it worse

THE DARK SIDE

AI-Powered Romance Scams

\$1.3B+

Lost to romance scams in 2024 (FTC) — AI is accelerating this crisis

8M

Deepfakes projected to be shared in
2025

40%

Of online daters have been targeted by
scams

700%

51%

Increase in deepfake fraud in early 2025

Report being contacted by AI chatbot scammers

How Scammers Use AI:

- LLMs hold consistent, natural conversations 24/7
- Deepfake videos "prove" fake identities on video calls
- AI generates unique photos that pass reverse image searches
- Voice cloning makes phone calls seem authentic

STAY SAFE

How to Spot AI Scams



Watch Video Calls Carefully

Lesser deepfakes reveal themselves with unnatural movements. Ask them to stand up, turn sideways, or touch their face. Watch for glitches.



Verify Everything

Reverse image search photos. Check social media history. Be suspicious of new profiles with minimal activity. Cross-reference their stories.



Never Send Money

Real love doesn't come with a price tag. If someone you've never met in person asks for money—no matter how compelling the story—it's a scam.



Talk to Trusted People

Share your interactions with friends or family. They can spot inconsistencies you might miss when emotionally invested.

AI as Relationship Coach

Research shows ChatGPT provides realistic single-session interventions, rated highly on therapeutic skills, empathy, exploration, and helpfulness—with limitations.

✓ What AI Does Well

- ✓ 24/7 availability for support
- ✓ Non-judgmental listening
- ✓ Identifying communication patterns
- ✓ Providing psychoeducation
- ✓ Offering coping strategies

✗ Limitations

- ✗ Poor risk assessment
- ✗ Can't read body language
- ✗ Misses sarcasm and subtext
- ✗ No relationship history context
- ✗ May reinforce biases

Expert Warning: 25-50% of people now use general AI chatbots for emotional support—but they weren't designed for this. AI can offer validation, but it's not equipped for crisis situations or complex psychological issues.

“

AI companions can fulfill emotional needs and simulate deep bonds, but their lack of true agency and reciprocity may magnify vulnerability.

— **Greater Good Science Center**

UC Berkeley Research

The Reality: Some users accept their AI doesn't "really" desire them, but the responsiveness still feels meaningful. This challenges whether love requires authenticity —or if perceived reciprocity matters more.

FUTURE PREDICTIONS

Where AI Dating Is Heading



2025-2026

AI usage in dating reaches mainstream adoption. Voice-based AI companions gain traction. Real-time translation breaks language barriers.



2028

35% of first dates will happen in fully immersive metaverse spaces. Virtual Paris dinners and Bali beach walks from home become normal.



2030

85% of dating platforms will be AI-driven. 12% of people in developed countries may have AI as their primary relationship.



2030+

VR + haptic technology enables "feeling" virtual touch. AI marriages and hybrid human-AI relationships enter mainstream discussion.



If memory, touch, presence, and shared risk are the foundations of belonging—can AI ever truly connect?

The question isn't "Can AI ease loneliness?" but "What makes connection real?"

FINAL TAKEAWAYS

The Bottom Line on AI & Love

1 AI Is a Tool, Not a Replacement

Use AI for profile optimization, conversation starters, and filtering matches—but real chemistry still requires human judgment and in-person connection.

2 Be Vigilant About Scams

AI has supercharged romance fraud. Deepfakes, chatbots, and voice cloning mean you can't trust video calls alone. Verify, verify, verify.

3 Emotional Support Has Limits

AI companions can ease temporary loneliness, but they risk creating dependency and isolation. They should augment human connection, not replace it.

Remember: AI is redefining how we find love—but not why we love. Human warmth, authenticity, and shared vulnerability remain irreplaceable.



JJ Shay

AI Strategy & Innovation | M&A Executive | Art Entrepreneur

bit.ly/jjshay

Bridging 15+ years of M&A expertise with hands-on AI development to help organizations navigate the future of technology and human connection.

